

Application No.: 10/189,174

Docket No.: 30003403-04

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**Claim 1 (currently amended):** A shopping assistance method, comprising ~~the steps of:~~

- (a) ~~capturing, in respect~~ a shopper using a portable device to electronically capture each of  
two or more shops visited during a shopping trip, item data about items of interest at  
these shops, and store data indicative of the identity of the ~~shop~~ shops, ~~at least the item~~  
~~data being captured at premises of the shops concerned;~~
- (b) organising the captured data so as to associate each piece of item data captured with the  
store data for the shop where the item data was captured; and
- (c) ~~presenting the captured data to show~~ subsequently downloading the captured item data  
and store data to the shopper's local computer and using the computer to present for each  
shop, information about the items of interest for which item data was captured in that  
shop,  
obtaining further data about an item of interest by passing at least some of the captured  
item data from the local computer to a remote service system to obtain.

**Claim 2 (original):** A method according to claim 1, wherein said store data comprises  
location data.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 3 (currently amended):** A method according to claim 1, wherein said store data comprises a business identifier, ~~[[this]]~~ using the business identifier being used to look up the location of the shop concerned and said information being presented through an initial image in the form of a map display including the relative locations of the shops visited, information about the items of interest associated with each shop being selectively displayed from the initial image.

**Claim 4 (canceled).**

**Claim 5 (original):** A method according to claim 2, wherein said information is presented through an initial image in the form of a map display ~~showing~~ including the relative locations of the shops visited, information about the items of interest associated with each shop being selectively displayed from this image.

**Claims 6-12 (canceled).**

**Claim 13 (currently amended):** A method according to claim ~~[[12]]~~ 1, ~~wherein the~~ further including processing ~~[[of]]~~ the captured data ~~involves~~ by performing one or more of the following operations:

- [[ - ]] extracting data from specific data fields;
- [[ - ]] analysing image data included in said information using OCR techniques;
- [[ - ]] matching image data included in said information against stored image data;
- [[ - ]] interpreting bar code image data included in said information;
- [[ - ]] applying speech recognition to recorded audio data included in said information.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 14 (canceled).**

**Claim 15 (currently amended):** A method according to claim [[14]] 1, wherein said remote service system is one run by the shop associated with said item of interest, the related store data being used to determine the contact data for said remote service system.

**Claim 16 (currently amended):** A method according to claim [[14]] 1, wherein said item data is image data captured by using a digital camera.

**Claim 17 (currently amended):** A method according to claim [[14]] 1, wherein said item data for the item of interest in respect of which the remote service system has been contacted includes image data, the service system matching [[this]] the image data with corresponding image data held by itself whereby identify the item of interest concerned is identified.

**Claims 18-20 (canceled).**

**Claim 21 (original):** A method according to claim 1, wherein at least one said item of interest is a product on offer for sale or hire.

**Claim 22 (original):** A method according to claim 1, wherein at least one said item of interest is a service.

Application No.: 10/189,174Docket No.: 30003403-04

Claims 23-28(canceled).

**Claim 29 (new):** A shopping assistance method, comprising:  
a shopper using a portable device to electronically capture at each of two or more shops visited during a shopping trip, item data about items of interest at the shop;  
subsequently downloading the captured item data to the shopper's local computer where store data indicative of the identity of the shops is captured by input by the shopper, the captured data being organised so as to associate each piece of item data captured with the store data for the shop where the item data was captured;  
presenting the captured data to provide for each shop, information about the items of interest for which item data was captured in that shop;  
retrieving further data about a user-selected one of said items by using the associated store data to contact a remote service system of the store concerned.

**Claim 30 (new):** A method according to claim 29, wherein said store data comprises a business identifier, using the business identifier to look up the location of the shop concerned and said information being presented through an initial image in the form of a map display including the relative locations of the shops visited, selectively displaying from the initial image information about the items of interest associated with each shop.

**Claim 31 (new):** A method according to claim 29, wherein said item data includes image data captured by using a digital camera.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 32 (new):** A method according to claim 29, wherein said item data for the user-selected item includes image data, and further including image data to the store website system and making the passed image data with corresponding image data held by the system whereby the selected item concerned can be identified.

**Claim 33 (new):** A method according to claim 29, wherein at least one said item of interest is a product on offer for sale or hire.

**Claim 34 (new):** A method according to claim 29, wherein at least one said item of interest is a service.

**Claim 35 (new):** A method according to claim 29, wherein the captured data is provided by being shown.

**Claim 36 (new):** A shopping assistance method, comprising:  
using a user-portable device to (a) electronically capture at the premises of two or more stores visited by a user during a shopping trip, item data about items of interest at these stores, and (b) store data indicative of the identity of the stores, the item data captured in each store being associated with the store data captured for that store;

subsequently using the captured data to present to the user, via user apparatus, information about the shopping trip comprising information about the items of interest for which item data was captured and, for each such item, the identity of the store indicated by the associated store data.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 37 (new):** A method according to claim 36, further comprising selecting one store or one item from the stores and items in the presented information by the user using said apparatus, and the apparatus fetching further information concerning the user-selected store or item on the basis of at least the corresponding store data where a store is selected, or of the corresponding item data where an item is selected.

**Claim 38 (new):** A method according to claim 36, wherein the store data comprises location data, the method further comprising translating the location data into store identity data by using a remote services system.

**Claim 39 (new):** A method according to claim 38, further comprising resolving ambiguities in translating location data to a store identity by using the item data associated with store data formed by a said location.

**Claim 40 (new):** A shopping assistance system, comprising:

a user-portable device for electronically capturing at the premises of two or more stores visited by a user during a shopping trip, item data about items of interest at these stores and storing data indicative of the identity of the stores, the user-portable device being such that the item data captured in each store is associated with the store data captured for that store;

a data storage arrangement for storing the item data and store data captured during the shopping trip; and

a data-handling arrangement for subsequently presenting to the user information about

Application No.: 10/189,174Docket No.: 30003403-04

the shopping trip comprising information about the items of interest for which item data was captured and the identity of the store associated with each such item, the data-handling arrangement being arranged to determine the identity of each store from the captured store data.

**Claim 41 (new):** A system according to claim 40, wherein the data-handling arrangement comprises a selection arrangement for enabling a user to select one store or item from the stores and items in the presented information, and an information retrieval arrangement for fetching further information concerning the user-selected store or item on the basis of at least one of (a) the corresponding store data where a store is selected, and (b) the corresponding item data where an item is selected.

**Claim 42 (new):** A system according to claim 40, wherein one of the user-portable device and the data-handling arrangement includes a location-obtaining arrangement for obtaining the current location of the device, the obtained current location forming said store data and the data-handling arrangement being operative to translate said obtained current location to a store identity.

**Claim 43 (new):** A system according to claim 42, wherein the data-handling arrangement is operative to use the item data associated with store data formed by a said location to resolve ambiguities in translating that location to a store identity.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 44 (new):** A system according to claim 42, wherein the data-handling arrangement is operative to present said information to the user through an initial map display including the relative locations of the shops visited, information about the items of interest associated with each shop being selectively displayable from this map display.

**Claim 45 (new):** A system according to claim 40, wherein said store data comprises a business identifier, the data-handling arrangement being operative to use the business identifier to look up the location of the shop concerned.

**Claim 46 (new):** A system according to claim 45, wherein the data-handling arrangement is operative to present said information to the user through an initial map display including the relative locations of the shops visited, information about the items of interest associated with each shop being selectively displayable from this map display.

**Claim 47 (new):** A system according to claim 40, wherein the item data comprises image data.

**Claim 48 (new):** A system according to claim 41, further comprising a further-data source associated with a said store and accessible by the data-handling arrangement to provide to the latter said further information for presentation to the user; the data-handling arrangement being operative to use said store data to enable it to access the further-data source associated with the corresponding store.



**Application No.: 10/189,174****Docket No.: 30003403-04**

**Claim 49 (new):** A system according to claim 48, wherein in response to user-selection of a said item, the data-handling arrangement is operative to pass the corresponding captured item data to the further-data source of the corresponding store, the further-data source being arranged to process the item data to determine at least the type of the item concerned, and to return said further information about this item type.

**Claim 50 (new):** A system according to claim 40, wherein the data storage arrangement is part of remote service apparatus, the user-portable device including a communications arrangement for passing the captured item data and store data to the service apparatus; the data-handling arrangement including a user's local computer with a communications interface for downloading the item data and store data from the data storage arrangement.

**Claim 51 (new):** A system according to claim 40, wherein the data storage arrangement is part of remote service apparatus, the user-portable device including a communications arrangement for passing the captured item data and store data to the service apparatus; the data-handling arrangement being divided between the service apparatus and a user's local computer, the service apparatus being operative to use the captured store data to identify each store and to provide to the user's local computer both the item data, or data derived therefrom, and store identity information for presentation to the user.

**Claim 52 (new):** A system according to claim 40, wherein the data storage arrangement is part of the user-portable device.

Application No.: 10/189,174Docket No.: 30003403-04

**Claim 53 (new):** A system according to claim 40, wherein the user-portable device is operative to capture both item data and store data in the same capture operation in respect of an item of interest for which the item data and corresponding store data are presented in a combined form in a said store, one of the user-portable device and data-handling arrangement being operative to separately identify the item data and store data so captured.

**Claim 54 (new):** A system according to claim 40, wherein the data-handling apparatus is arranged to present the item data to the user, organized by store identity.